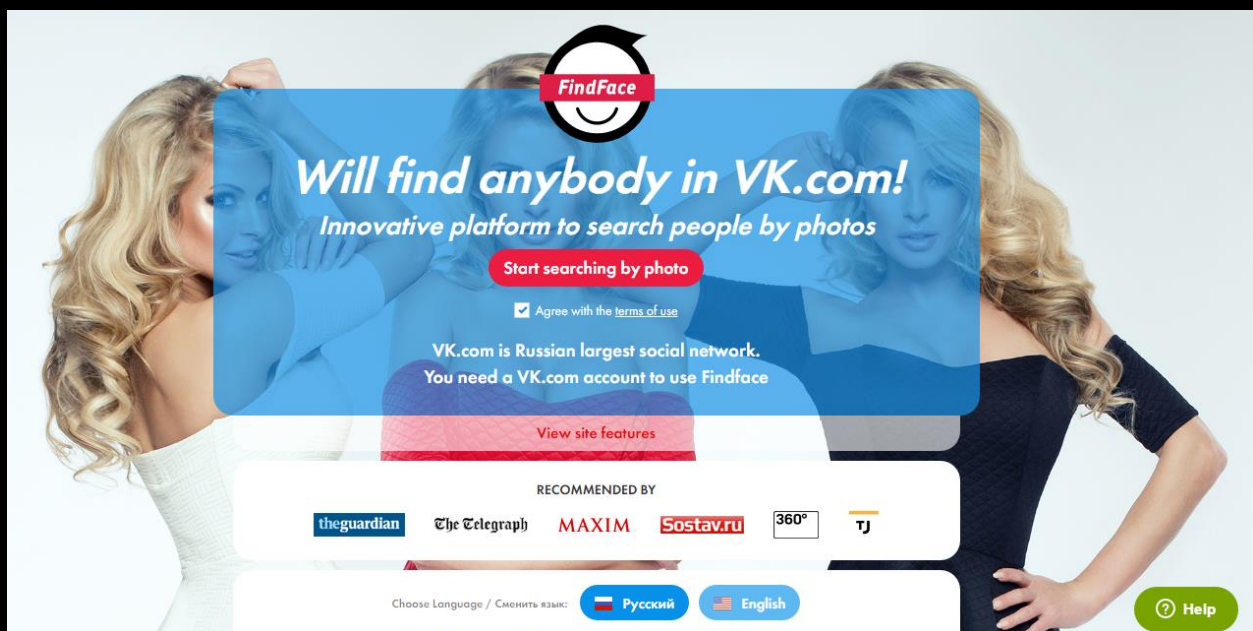


Face Recognition App "FindFace" is a Privacy Nightmare!

Ninja Bits: The new android application "FindFace" can also identify a face inside of a large crowd.

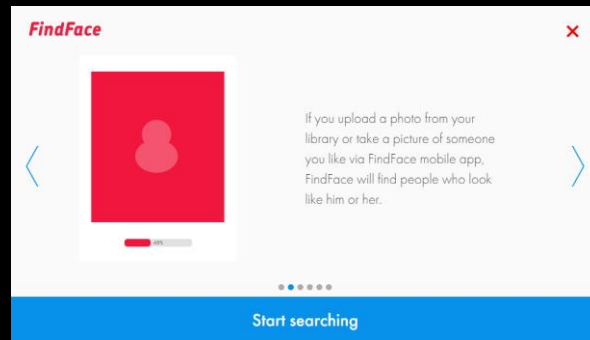
With the dawn of a new facial recognition application that is available on the [Google Play Market](#). This application was developed by Russian developers and is taking Russia by a large storm. The app "FindFace" allows you to snap a picture of anyone walking down the street, then you can connect them with their online presence of a social networks. This also covers government sites. Even inside of large crowds, FindFace has a 70% reliability.



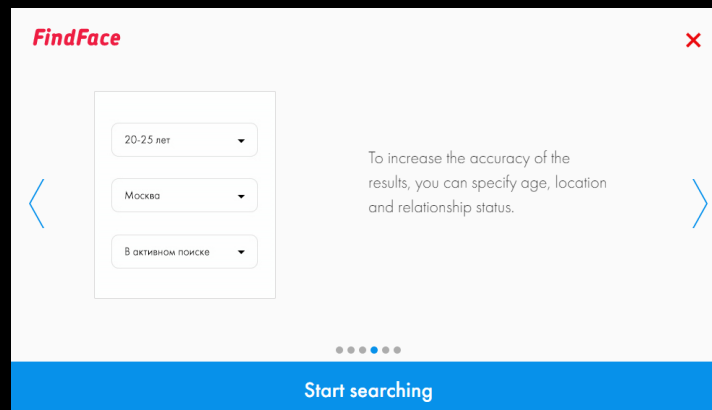
This application has rapidly grown into becoming a very popular app and has already had over 500,000 downloads. The Guardian reports that the applications servers have already processed just over 3-Million requests. In which during that time frame, FindFace has matched users using a VKontakte's database. This is a very popular social network inside of Russia as well as the Easter European countries.

Trinity Digital, which is the Application Developer company behind the app, states that there are in fact building their database to provide future users will be able to instantly know anyone that is walking down the street is, as well as their interests.

This application is also able to work functionally on extremely crowded subway stations as well as other public places. So their future is not that far off from reality.



However, unlike any of the other face recognition technology on the market, their algorithm allows for quick searches inside of a database that consists of nearly 1 - Billion photographs in large data sets. If you calculate it, three million searches inside of a database that holds nearly one billion photographs. This comes to trillions of comparisons on all four of their normal servers. With an algorithm like this, you are able to search through roughly a billion photographs in just under a second, as compared to a normal computer.



For those who enjoy their privacy, this comes quite as a scare. This can also be used for local law enforcement and other governing authorities to aid them on their surveillance. Privacy activist's protests that the new application FindFace has the full potential of completely destroying any public anonymity, thus putting lots of people at risk. However, it still remains unclear to be seen as to whether or not FindFace remains just a casual face recognition app, or can be utilized for a more sinister thing for days to come.

SOURCES: [TECHWORM](#) { } [GOOGLE PLAY MARKET](#) { }

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